

wherein said starch is from a plant that has been genetically modified to have reduced amylose content; and

wherein the reaction utilizes a hydrophobic reagent comprising an alkyl having 7-24 carbon atoms;

22. (New) The process according to claim 21, wherein the hydrophobic reagent utilized during said etherification is selected from the group consisting of halide, halohydrin, epoxide, glycidyl, carboxylic acid and quarternary ammonium group.

23. (New) The process according to claim 21, wherein the hydrophobic reagent utilized during esterification comprises an anhydride group.

24. (New) The process according to claim 21, wherein the starch is a carboxymethylated starch and wherein the hydrophobic reagent utilized during said amidation comprises an amine group.

25. (New) The process according to claim 21 further comprising attaching the hydrophobic substituent to the starch in the presence of a surfactant.

26. (New) The process according to claim 21, wherein the derivative of the starch is obtained by hydroxyalkylation, carboxymethylation, cationization, partial degradation, oxidation, or a combination thereof.

27. (New) A hydrophobized amylopectin starch product obtained by the process of claim 21.

28. (New) A method for thickening a starch solution comprising adding the starch product according to claim 27, to the starch solution.